



PRITIKA ENGINEERING COMPONENTS LIMITED

Regd. Office: Plot No. C-94, Phase VII, Industrial Focal Point, S.A.S. Nagar (MOHALI)–160 055
CIN : L28999PB2018PLC047462 Tel. : 0172-5008900, 5008901

03rd August, 2024

Listing Compliance Department
**National Stock Exchange of
India Limited**
Exchange Plaza, Bandra- Kurla
Complex
Bandra (E), Mumbai 400051

NSE Symbol: PRITIKA

Dear Sir/Madam,

Subject: Media Release – 50th Golden Jubilee Year of Pritika Group

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith the copy of the Media Release with regard to the 50th Golden Jubilee Year of Pritika Group.

Kindly take the same on your records and oblige.

Thanking you,

Yours Faithfully,
For Pritika Engineering Components Limited

C B Gupta
Company Secretary & Compliance Officer

Enclosed: a/a



Works :Village Simbli, Phagwara – Hoshiarpur Road, Tehsil & District Hoshiarpur, Punjab-146001

E-mail :info@pritikagroup.com, compliance.pecl@pritikagroup.com

Website :www.pritikaengineering.com



Pritika Group Celebrates 50th Golden Jubilee Year

Mumbai, August 03, 2024: Pritika Engineering Components Ltd (NSE: PRITIKA), Pritika Group started in 1974 by Mr. R.S. Nibber, a young technocrat. The Company started out by manufacturing small forgings and has grown over the decades into a renowned organisation today. The Group is celebrating its Golden Jubilee (50 years) this year. Pritika ranks among the top manufacturers of components for tractors, commercial vehicles & the overall automotive industry, providing world-class quality products. The Company specializes in the field of precision machined components and casting.

Presently, the business is led by the 2nd generation entrepreneur, Mr. Harpreet Singh Nibber, serving as Chairman & MD.

The Pritika Group of Companies is driven by a commitment to quality and operational efficiency, with a focus to deliver the best quality products consistently. Through modern, state-of-the-art facilities, the Company manufactures & sells a wide range of automotive parts, components & engineering goods used in tractors and large vehicles.

Journey Of the Company

- Started by Mr. R. S. Nibber in 1973 as small unit of forgings for Railways
- Started machining shop in Delhi in 1975
- Started machine shop in Mohali in 1995
- Started Foundry in Derabassi (Punjab) with capacity of 3000 tons p.a. in 1997
- Expanded Foundry by 2,400 tons pa – Phase I Total Capacity: 5,400 tons p.a. in 1999
- Expanded Foundry by 2,400 tons pa – Phase II Total Capacity 7,800 tons p.a. in 2003
- Started First integrated Foundry & Machine Shop in Village Bathri (Himachal Pradesh) with 7,800 tons p.a. capacity, Total Capacity of 15,600 tons p.a. in 2007
- Further capacity expansion by 4,800 tons p.a. – Total 20,400 tons p.a. 100% Booked by leading OEMs in 2010
- Expansion of capacity by 4,800 tons p.a.– Total 25,200 tons p.a. in 2012
- Expansion of capacity by 4,800 tons p.a. – Total 30,000 tons p.a in 2015
- Expanded capacity by 4,800 tons p.a. Total installed capacity – 34,800 tons p.a. 100% booked by leading OEMs in 2017
- Expanded capacity by 3,200 tons p.a. Acquired foundry capacity of 12,000 tons p.a. of Amrit Duraparts in 2018
- Expanded capacity by 4,800 tons pa Total installed capacity – 34,800 tons p.a. 100% booked by leading OEMs in 2019
- Won first export order for \$0.5 mn from the US, followed by repeat export order for \$1.5 mln, Repeat order for axle housing worth ₹10 Cr. p.a in 2020
- Addition of new client, successfully issued IPO for subsidiary company, Pritika Engineering Components in 2022
- Demerger and vesting of the "Automotive/Tractor/Engineering Components Business Undertaking" of Pritika Industries Limited (the Demerged Company) to Pritika Auto Industries Limited in 2023

Pritika expertise

Precision Machined Components such as: Differential Case, Sealed Brake Housing, Wheel Hubs & Brake Housing, Wheel Hubs & Brake Drums out of S.G. & Grey Iron Castings.

Heavy Castings such as Support Front Axle, Rear Axle Housing & Fly Wheel Housings.

Management team

- Mr. Harpreet Singh Nibber, Chairman & Managing Director, aged 53 years, is a graduate in Mechanical Engineering having more than 28 years of experience in the industry. He is a trained professional for Production Management & Business Planning Programs at AOTS, OSAKA, Japan.
- Mr. Narinder Kumar Tyagi, Director Finance & CFO, is a qualified Chartered Accountant with 33 years of experience in the listed and unlisted companies. He has varied experience in the field of Accounts, Finance, Taxation, and commercial matters.
- Mr. Ajay Kumar Rai, Executive Director, aged 50 years, possesses the degree of Mechanical Engineering and MBA in Finance. He is a graduate in Mechanical Engineering from Thapar Institute of Engineering & Technology, Patiala and completed his MBA from Punjab University, Chandigarh. He is an approved Internal Auditor for ISO. He has wide experience in the industry and is associated with the group for the last 22 years.
- Mr. Navpreet S. Sujlana, Senior General Manager- Sales & Marketing, has done BE Mechanical from MVJ College of Engineering Bangalore and Management Development Programme in Finance for Non-Finance Executives from Indian Institute of Management, Indore. Also done Competency Building for Leadership Roles programme from Management Development Institute, Gurgaon. Joined Pritika Group in April 2002 as an Engineer and currently looks after Sales & Marketing along with Development.
- Mr. Gurkaran Singh Nibber, the 3rd generation, joined the business as Management Trainee. He holds a Bachelor's in Computer Science from Virginia Tech, US, and is responsible for automating the sales team processes and business development.

Shareholding structure

Pritika Auto Industries Ltd

- Pritika Industries Ltd holds **15.77%** and
- Promoter Family holds **49.09%**

Pritika Engineering Components Ltd

- Pritika Auto Industries Ltd holds **74.60%**

Meeta Castings Ltd

- Pritika Engineering Components Ltd holds **100%**

Customers

Pritika Group has long standing relations with its clients for more than 50 years. It has PAN India presence & some of its major OEM clients are:

- **Escorts Kubota Ltd.**
- **Tractor & Farm Equipment Ltd.**
- **Mahindra & Mahindra Ltd.**
- **Ashok Leyland Ltd.**
- **Mahindra Swaraj Ltd.**
- **Swaraj Engines Ltd.**
- **Tafe Motors & Tractors Ltd. (Eicher Tractors)**
- **Brakes India Ltd.**
- **SML ISUZU Ltd.**
- **Knott – Vortex Pvt. Ltd.**
- **CNH Industrial (India) Pvt. Ltd. (New Holland Tractors)**
- **International Tractors Ltd. (Sonalika)**
- **Exports (USA, Turkey) OEM's**

Works

The Pritika Group has 5 strategically located, state-of-the-art manufacturing facilities in North India.

Pritika Auto Industries: Product Range (5 – 80 KG) includes Axle Housings, Wheel Housings, Hydraulic Lift Housings, End Cover, Plate Differential Carrier, Cylinder Blocks, Crank Cases, Flywheel Housing.

Pritika Engineering Components: Product Range (30 – 120 KG) covers various components like Front Axle support, Gear Box, Clutch Housing, Front Axle Beam (4WD)

Meeta Castings: Product Range (50 – 250 KG) and process encompass critical casting through LFC process. It manufactures castings like Case Transmission, Cylinder Block, Mounting Brackets, etc.

Works 1 & Regd. Office

Pritika Auto Industries Ltd
Plot No C 94, Phase VII, Industrial Area
SAS Nagar Mohali, Punjab -160055

Works 2

Pritika Auto Industries Ltd
Village Saido Majre,
Near Dera Bassi Focal Point
Dera Bassi, Distt. Mohali (Punjab) India

Works 3

Pritika Auto Industries Ltd
Garshankar - Nangal Road
Village Bathri, near Tahliwal
District UNA (Himachal Pradesh) India

Works 4

Pritika Engineering Components Ltd
Village Simbli,
Phagwara-Hoshiarpur Road,
Tehsil & District Hoshiarpur, Punjab -146001.

Works 5

Meeta Castings Ltd
Village Simbli,
Phagwara-Hoshiarpur Road, Tehsil & District Hoshiarpur, Punjab -146001.

The Company registered 900 tons of sales in July 2024, its highest ever monthly sales. This led to the highest ever monthly sales at Pritika Auto Industries Limited, Consolidated basis at 3,550 tons, in July 2024.

Pritika Engineering Components Limited is expecting to achieve Sales of around ₹ 125 Cr. with PAT margin around 6%-8% for FY24-25.

Pritika Engineering Components Limited is strategizing to venture into Railways Components and foray into Defence Components business in future.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact Corporate Communication Advisor**Kirin Advisors Private Limited**

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